



Advertise in PW's

Show Daily™

@



# Your Consumer Reach Happens Here!

**RESERVATIONS DUE: 5/5 MATERIALS DUE: 5/12**

On May 31st BookCon will draw thousands of influential consumers to the Javits Center seeking the latest hit titles, in this newly created show during **BEA**.

Due to the **overwhelming response** about engaging this exciting demographic, PW is providing you a fresh opportunity to reach and influence this trendsetting group of **book enthusiasts** before they step foot onto the BookCon trade show floor.

**PW's Show Daily @BookCon** will be distributed only to BookCon attendees. This one-day special issue will be the **most powerful resource** connecting publishers and brands directly to these avid consumers. Participating advertisers who take advantage of this new opportunity will alleviate the time constraints of marketing and benefit from the **direct-to-consumer exposure** and the increase in booth traffic.

With no time to waste, act now and let **PW's Show Daily @BookCon** promote and increase your presence, sales and visibility. Contact a PW representative today about rates and this exciting opportunity!

Your Advertising Options Include Both Print and Digital Reach!

**Ad submission process:** Upload ads in PDF x 1a format, 300 dpi at 100% resolution. Four-color and black-and-white creative is supported. Submit ads to: [ads4pw.sendmyad.com](mailto:ads4pw.sendmyad.com)

**FULL PAGE**

Trim: 7.875" x 10.5"  
Bleed: 8.125" x 10.75"  
Non-Bleed: 7" x 9.75"

**1/4 PAGE  
NON-BLEED  
3.5" x 4.875"**

**1/2 PAGE  
HORIZONTAL**

Trim: 7.875" x 5.375"  
Bleed: 8.125" x 5.625"  
Non-Bleed: 6.75" x 4.75"

**1/2 PAGE  
VERTICAL**

Trim: 3.875" x 10.5"  
Bleed: 4.125" x 10.75"  
Non-Bleed: 3.5" x 9.75"



Your ad transcends the trade show floor and is placed directly into the hands of the PW universe and subscribers via our newly enhanced digital edition. The PW app is available on all devices and **FREE** to everyone that week.

**CONTACT YOUR PW REPRESENTATIVE TODAY!**

Joseph Murray 212-377-5708  
[jmurray@publishersweekly.com](mailto:jmurray@publishersweekly.com)